

Name of Ad	Dates Ran	Station/Sales Rep.	Times Ran	Amount Paid
Batteries Included II Radio	1/11/08-1/12/08	KMXN	17	\$425.00
Batteries Included II Radio	1/16/08-1/19/08	KCJJK 105.1	47	\$3,405.00
Batteries Included II TV	1/11/08-1/27/08	KMCI 38	35	\$4,665.00
Batteries Included II TV	1/17/08-1/18/08	KMCI 38	4	\$840.00
Batteries Included II TV	1/11/08-1/23/08	WDAF 4	57	\$16,610.00
Batteries Included II TV	1/11/08-1/27/08	Time Warner	515	\$10,104.00
Batteries Included II TV	1/11/08-1/22/08	KMBC 9	25	\$18,450.00
Batteries Included II TV	1/11/08-1/22/08	KCTV 5	56	\$11,970.00
Batteries Included Radio	1/16/08-1/19/08	KMXV 93.3	45	\$3,505.00
Batteries Included Radio	1/9/08-1/10/08	KMXN	12	\$300.00
Batteries Included Radio	1/09/08-1/12/08	KQRC 98.9	29	\$3,120.00
Batteries Included TV	1/9/08-1/10/08	KMCI 38	8	\$1,065.00
Batteries Included TV	1/8/08-1/10/08	WDAF 4	16	\$8,985.00
Batteries Included TV	1/8/08-1/10/08	Time Warner	84	\$1,130.00
Batteries Included TV	1/8/08-1/10/08	KMBC 9	9	\$6,100.00
Batteries Included TV	1/8/08-1/10/08	KCTV 5	18	\$3,470.00
Chad Franklin \$53	7/24/07-7/29/07	KMCI 38	21	\$0.00
Chad Franklin \$53	7/30/07-8/26/07	KMCI 38	47	\$0.00
Chad Franklin \$53	8/27/07-9/30/07	KMCI 38	53	\$0.00
Chad Franklin CC	11/19/07-11/24/07	WDAF 4	3	\$0.00
Chad Franklin Sports BB	8/1/07-8/17/07	KMBC 9	3	\$0.00
Chad Franklin Sports BB	10/4/2007	KMBC 9	1	\$0.00
Chad Franklin Sports BB	11/30/07-12/04/07	KMBC 9	8	\$0.00
Chad Franklin Sports BB	1/2/08-1/26/08	KMBC 9	4	\$0.00
Chad Franklin WX BB	8/2/07-8/16/07	KMBC 9	6	\$0.00
Chad Franklin WX BB	8/29/07-9/28/07	KMBC 9	11	\$0.00
Chad Franklin WX BB	10/4/07-10/19/07	KMBC 9	5	\$0.00
Chad Franklin WX BB	11/4/07-11/25/07	KMBC 9	6	\$0.00
Chad Franklin WX BB	12/2/07-12/13/07	KMBC 9	5	\$0.00
Chad Franklin WX BB	12/31/07-1/26/08	KMBC 9	20	\$0.00
Chief's Radio Limited Miles 85	10/7/07-10/21/07	Chief's Radio	18	\$6,562.50
Deal of the Week	6/26/07-7/8/07	KMCI 38	19	\$0.00
Deckocast	7/02/07-7/26/07	KCWE 29	9	\$0.00
Deckocast	7/31/07-8/14/07	KCWE 29	7	\$0.00
Deckocast	9/24/07-9/28/07	KMBC 9	3	\$0.00
Deckocast	9/3/07-9/28/07	KCWE 29	9	\$0.00
Deckocast	10/8/07-10/26/07	KCWE 29	11	\$0.00
Deckocast	11/1/07-11/9/07	KCWE 29	3	\$0.00
Drivers Wanted 47 Radio	10/29/07-11/25/07	KMXV 93.3	40	\$2,000.00
Drivers Wanted 47 Radio	11/14/07-11/17/07	KQRC 98.9	29	\$4,400.00
Drivers Wanted 47 TV	10/31/07-11/2/07	WDAF 4	17	\$6,500.00
Drivers Wanted 47 TV	10/31/07-10/5/07	Time Warner	114	\$2,683.00
Drivers Wanted 47 TV	10/31/07-11/05/07	Time Warner	39	\$506.25
Drivers Wanted 47 TV	10/31/07-11/2/07	KMBC 9	16	\$7,175.00
Drivers Wanted 47 TV	10/31/07-11/2/07	KCWE 29	14	\$1,905.00
Drivers Wanted 47 TV	10/31/07-11/2/07	KCTV 5	6	\$4,500.00
Drivers Wanted 47 TV	10/31/07-11/3/07	KSHB	12	\$3,750.00
Drivers Wanted 47 TV Revised	11/4/07-11/25/07	WDAF 4	12	\$7,950.00
Drivers Wanted 47 TV Revised	11/3/07-11/25/07	WDAF 4	123	\$29,385.00
Drivers Wanted 47 TV Revised	11/5/07-11/25/07	Time Warner	493	\$11,811.00
Drivers Wanted 47 TV Revised	11/05/07-11/25/07	Time Warner	155	\$5,158.75

PLAINTIFF'S
EXHIBIT

8

Drivers Wanted 47 TV Revised	11/4/07-11/25/07	KMBC 9	62	\$23,525.00
Drivers Wanted 47 TV Revised	11/4/07-11/25/07	KCWE 29	60	\$7,035.00
Drivers Wanted 47 TV Revised	11/4/07-11/25/07	KCTV 5	28	\$23,400.00
Drivers Wanted 47 TV Revised	11/4/07-11/25/07	KSHB	54	\$14,650.00
Drivers Wanted 47 TV Revised	11/26/07-11/29/07	Time Warner	27	\$1,230.75
Drivers Wanted 47 TV Revised	11/26/07-11/29/07	Time Warner	67	\$1,552.00
Drivers Wanted 47 TV Revised	12/26/07-12/29/07	WDAF 4	17	\$6,100.00
Drivers Wanted 47 TV Revised	11/28/07-11/29/07	KMBC 9	4	\$1,700.00
Drivers Wanted 47 TV Revised	11/28/07-11/29/07	KCWE 29	10	\$1,220.00
Drivers Wanted 47 TV Revised	11/28/2007	KSHB	1	\$90.00
Drivers Wanted 47 TV Revised	11/26/07-11/28/07	KSHB	9	\$0.00
Drivers Wanted 47 TV Revised	11/26/07-12/5/07	KSHB	22	\$0.00
Drivers Wanted 47 TV Revised	11/27/07-11/29/07	KCTV 5	4	\$4,400.00
Drivers Wanted 700 TV	11/30/07-12/21/07	Time Warner	128	\$4,217.50
Drivers Wanted 700 TV	11/30/07-12/02/07	Time Warner	68	\$1,932.00
Drivers Wanted 700 TV	12/2/07-12/16/07	WDAF 4	13	\$6,450.00
Drivers Wanted 700 TV	11/30/07-12/16/07	WDAF 4	94	\$20,950.00
Drivers Wanted 700 TV	11/30/07-12/16/07	KMBC 9	47	\$16,925.00
Drivers Wanted 700 TV	11/30/07-12/16/07	KCWE 29	31	\$2,890.00
Drivers Wanted 700 TV	11/30/07-12/16/07	KSHB	29	\$5,650.00
Drivers Wanted 700 TV	11/30/07-12/21/07	KSHB	46	\$0.00
Drivers Wanted 700 TV	12/7/07-12/21/07	KSHB	33	\$0.00
Drivers Wanted 700 TV	11/30/07-12/16/07	KCTV 5	19	\$16,650.00
Drivers Wanted Radio	10/10/07-10/13/07	KQRC 98.9	29	\$4,400.00
Drivers Wanted Radio	10/24/07-10/27/07	KPRS 103.3	34	\$3,500.00
Drivers Wanted SUV	11/29/07-12/23/07	KMXV 93.3	40	\$2,000.00
Drivers Wanted SUV	11/28/07-12/1/07	KQRC 98.9	29	\$4,400.00
Drivers Wanted Thanksgiving Radio	11/21/07-11/25/07	KMXV 93.3	42	\$3,590.00
Drivers Wanted TV	10/3/07-10/28/07	WDAF 4	97	\$29,845.00
Drivers Wanted TV	10/14/07-10/28/07	WDAF 4	8	\$9,850.00
Drivers Wanted TV	10/9/07-10/28/07	Time Warner	145	\$3,958.75
Drivers Wanted TV	10/9/07-10/28/07	Time Warner	424	\$10,944.00
Drivers Wanted TV	10/10/07-10/27/07	KMBC 9	58	\$30,275.00
Drivers Wanted TV	10/10/07-10/27/07	KMBC 9	7	\$7,375.00
Drivers Wanted TV	10/9/07-10/28/07	KCWE 29	43	\$6,170.00
Drivers Wanted TV	10/10/07-10/28/07	KSHB	48	\$11,700.00
Drivers Wanted TV	10/9/07-10/28/07	KCTV 5	20	\$21,275.00
Drivers Wanted TV	10/30/2007	WDAF 4	1	\$650.00
Drivers Wanted TV	10/29/07-10/30/07	Time Warner	21	\$508.00
Drivers Wanted TV	10/29/07-10/30/07	Time Warner	14	\$1,241.00
Drivers Wanted TV	10/29/2007	KCWE 29	1	\$0.00
Grinch New Year Radio	12/26/07-12/29/07	KCJK 105.1	37	\$3,500.00
Grinch Radio	12/26/07-12/30/07	KPRS 103.3	43	\$3,500.00
Grinch TV	12/22/07-12/30/07	Time Warner	55	\$1,458.75
Grinch TV	12/30/2007	WDAF 4	2	\$1,800.00
Grinch TV	12/23/07-12/30/07	WDAF 4	9	\$6,000.00
Grinch TV	12/26/07-12/30/07	WDAF 4	71	\$12,845.00
Grinch TV	12/26/07-12/29/07	KMBC 9	21	\$12,100.00
Grinch TV	12/22/07-12/30/07	KSHB	20	\$0.00
Grinch TV	12/22/07-12/30/07	KSHB	20	\$0.00
Grinch TV	12/26/07-12/30/07	KCTV 5	17	\$8,000.00
Grinch TV	12/31/08-1/7/08	WDAF 4	37	\$11,755.00

Grinch TV	12/31/07-1/07/08	Time Warner	221	\$3,766.00
Grinch TV	12/31/07-1/6/08	KMBC 9	23	\$12,625.00
Grinch TV	12/31/07-1/7/08	KCTV 5	31	\$9,970.00
Internet	2/11/2008	WDAF 4	1	\$500.00
July Internet Deal of the Week	7/4/07-7/26/07	KMCI 38	6	\$600.00
Limited Miles	8/22/07-8/25/07	KMXV 93.3	5	\$500.00
Limited Miles	8/8/07-8/25/07	KMJK 107.3	60	\$5,500.00
Limited Miles	8/2/07-8/4/07	KPRS 103.3	25	\$2,100.00
Limited Miles	8/15/07-8/18/07	KPRS 103.3	35	\$3,550.00
Limited Miles	8/18/07-8/19/07	KMXV 93.3	42	\$3,590.00
Limited Miles 85	8/30/07-9/16/07	KMXV 93.3	85	\$7,365.00
Limited Miles 85	9/05/07-9/08/07	KMJK 107.3	39	\$3,005.00
Limited Miles 85	9/19/07-9/22/07	KCKC 102	47	\$3,000.00
Limited Miles 85	8/27/07-9/30/07	KMXV 93.3	50	\$2,500.00
Limited Miles 85 TV	9/23/2007	WDAF 4	2	\$7,500.00
Limited Miles 85 TV	9/5/07-9/9/07	WDAF 4	35	\$9,495.00
Limited Miles 85 TV	9/5/07-9/9/07	WDAF 4	106(?)	7 (159-176)
Limited Miles 85 TV	9/8/07-9/29/07	KMBC 9	10	\$9,650.00
Limited Miles 85 TV	9/5/07-9/29/07	KMBC 9	51	\$20,225.00
Limited Miles 85 TV	9/5/07-9/30/07	KCWE 29	41	\$5,252.00
Limited Miles 85 TV	9/5/07-9/22/07	KCTV 5	29	\$14,500.00
Limited Miles 85 TV	9/16/07-9/30/07	WDAF 4	7	\$7,150.00
Limited Miles 85 TV Revised	9/1/2007	KMBC 9	2	\$2,500.00
Limited Miles 85 TV/Final Phase TV	9/10/07-9/30/07	Time Warner	209	\$6,889.75
Limited Miles 85 TV/Final Phase TV	9/8/07-9/30/07	Time Warner	574	\$9,072.00
Limited Miles Final Phase	9/26/07-9/29/07	KPRS 103.3	36	\$3,550.00
Limited Miles Final Phase	10/1/07-10/28/07	KMXV 93.3	40	\$2,000.00
Limited Miles Final Phase Revised	10/3/07-10/5/07	KMXV 93.3	30	\$3,090.00
Limited Miles Final Phase TV	9/26/07-9/29/07	KCTV 5	11	\$6,075.00
Limited Miles Final Phase TV	10/1/07-10/3/07	WDAF 4	3	\$1,700.00
Limited Miles Final Phase TV	9/30/2007	WDAF 4	2	\$0.00
Limited Miles Final Phase TV	10/1/07-10/5/07	Time Warner	33	\$809.60
Limited Miles Final Phase TV	10/1/07-10/5/07	Time Warner	70	\$1,658.00
Limited Miles Final Phase TV	10/3/2007	KMBC 9	4	\$3,150.00
Limited Miles Final Phase TV	10/3/2007	KCWE 29	5	\$610.00
Limited Miles Final Phase TV	10/3/2007	KSHB	1	\$100.00
Limited Miles Final Phase TV	10/2/07-10/3/07	KCTV 5	4	\$3,850.00
Limited Miles Final Phase TV Revised	10/4/07-10/7/07	WDAF 4	37	\$7,980.00
Limited Miles Final Phase TV Revised	10/7/2007	WDAF 4	3	\$2,150.00
Limited Miles Final Phase TV Revised	10/5/07-10/8/07	Time Warner	29	\$2,128.90
Limited Miles Final Phase TV Revised	10/5/07-10/8/07	Time Warner	88	\$2,358.00
Limited Miles Final Phase TV Revised	10/4/07-10/8/07	KMBC 9	14	\$5,325.00
Limited Miles Final Phase TV Revised	10/4/07-10/6/07	KMBC 9	2	\$2,575.00
Limited Miles Final Phase TV Revised	10/4/07-10/8/07	KCWE 29	11	\$1,355.00
Limited Miles Final Phase TV Revised	10/3/07-10/8/07	KSHB	19	\$5,100.00
Limited Miles Final Phase TV Revised	10/4/07-10/7/07	KCTV 5	5	\$4,375.00
Limited Miles ND TV	1/23/08-1/27/08	KMCI 38	31	\$5,250.00
Limited Miles ND TV	1/25/2008	KMCI 38	2	\$400.00
Limited Miles ND TV	1/24/08-1/27/08	WDAF 4	26	\$3,870.00
Limited Miles ND TV	1/23/08-1/27/08	KMBC 9	10	\$6,150.00
Limited Miles ND TV	1/23/08-1/27/08	KCTV 5	19	\$4,905.00
Limited Miles TV	8/3/07-8/5/07	WDAF 4	26	\$7,225.00

Limited Miles TV	8/3/07-8/5/07	KMBC 9	8	\$3,550.00
Limited Miles TV	8/3/07-8/5/07	KCTV 5	12	\$4,800.00
Limited Miles TV	8/2/07-8/6/07	KMCI 38	23	\$2,170.00
Limited Miles TV	9/5/07-9/30/07	KMCI 38	80	\$7,335.00
Limited Miles TV	8/3/07-8/6/07	KCWE 29	12	\$1,463.00
Limited Miles TV Revised	8/8/07-8/26/07	WDAF 4	70	\$19,165.00
Limited Miles TV Revised	8/18/07-8/26/07	WDAF 4	27	\$8,000.00
Limited Miles TV Revised	8/16/2007	KMBC 9	4	\$6,000.00
Limited Miles TV Revised	8/8/07-8/26/07	KMBC 9	68	\$23,500.00
Limited Miles TV Revised	8/8/07-8/26/07	KCTV 5	45	\$22,300.00
Limited Miles TV Revised	8/7/07-8/18/07	KMCI 38	57	\$6,050.00
Limited Miles TV Revised	7/30/07-8/7/07	Time Warner	311	\$5,826.00
Limited Miles TV Revised	8/19/07-8/26/07	Time Warner	6	\$0.00
Limited Miles TV Revised	8/22/07-8/28/07	Time Warner	78	\$0.00
Limited Miles TV Revised	8/7/07-8/18/07	KCWE 29	39	\$4,691.00
Limited Miles TV Revised	8/28/07-9/2/07	KMCI 38	33	\$2,695.00
Limited Miles TV Revised	8/29/07-9/1/07	KMBC 9	17	\$6,825.00
Limited Miles TV Revised	8/27/07-9/6/07	KCWE 29	17	\$2,413.00
Limited Miles TV Revised	8/29/07-9/1/07	KCTV 5	12	\$6,750.00
Live Traffic	10/7/07-10/21/07	Chiefs Radio	6	\$0.00
No Payments TV Scroll Revised	6/26/2007	KMCI 38	1	\$0.00
No Payments TV Scroll Revised	6/25/07-6/27/07	Time Warner	17	\$240.00
Platinum TV	10/12/07-10/28/07	WDAF 4	22	\$0.00
Platinum TV Revised	10/14/07-10/28/07	WDAF 4	4	\$0.00
Platinum TV Revised	10/20/07-10/28/07	Time Warner	222	\$0.00
Platinum TV Revised	11/18/2007	WDAF 4	5	\$0.00
Platinum TV Revised	11/15/07-11/18/07	WDAF 4	9	\$0.00
Platinum Web TV	2/20/08-2/24/08	WDAF 4	41	\$7,000.00
Platinum Web TV	1/28/08-2/02/08	WDAF 4	24	\$3,000.00
Reverse Payments July 4	7/4/07-7/8/07	KMXV 93.3	42	\$3,590.00
Reverse Payments July 4	7/2/07-7/3/07	KMCI 38	3	\$0.00
Reverse Payments July 4	7/2/07-7/3/07	KCWE 29	2	\$450.00
Reverse Payments July 4 Revised	7/2/07-7/29/07	KCTV 5	6	\$3,775.00
Reverse Payments July 4 Revised	7/4/07-7/7/07	KMBC 9	11	\$3,375.00
Reverse Payments July 4 Revised	7/4/07-7/7/07	KMCI 38	10	\$1,100.00
Reverse Payments July 4 Revised	7/4/07-7/7/07	KCWE 29	7	\$794.00
Reverse Payments Radio	7/11/07-7/28/07	KMJK 107.3	65	\$4,679.25
Reverse Payments Radio	6/27/07-6/30/07	KPRS 103.3	34	\$3,550.00
Reverse Payments Revised	7/18/07-7/21/07	KPRS 103.3	35	\$3,550.00
Reverse Payments Revised	7/25/07-7/29/07	KMXV 93.3	42	\$3,590.00
Reverse Payments Revised	8/1/07-8/2/07	KPRS 103.3	12	\$1,450.00
Reverse Payments TV	6/27/07-7/8/07	WDAF 4	32	\$8,895.00
Reverse Payments TV	6/27/07-7/1/07	KMCI 38	25	\$2,250.00
Reverse Payments TV	6/28/07-7/9/07	Time Warner	42	\$676.00
Reverse Payments TV	6/27/07-7/1/07	KCWE 29	15	\$1,660.00
Reverse Payments TV Revised	7/2/07-7/29/07	KCTV 5	12	\$5,375.00
Reverse Payments TV Revised	7/08/07-7/29/07	WDAF 4	31	\$9,900.00
Reverse Payments TV Revised	7/11/07-7/29/07	KMBC 9	12	\$6,000.00
Reverse Payments TV Revised	7/5/07-7/28/07	KMCI 38	22	\$1,195.00
Reverse Payments TV Revised	7/10/07-7/29/07	Time Warner	167	\$3,177.00
Reverse Payments TV Revised	7/8/07-7/29/07	KCWE 29	11	\$998.00
SCF	10/24/2007	KCWE 29	1	\$0.00

SCF	10/29/07-11/07/07	KCWE 29	2	\$0.00
Snipes	11/19/07-11/23/07	KCWE 29	10	\$0.00
Snipes	11/26/07-12/07/07	KCWE 29	20	\$0.00
Suzuki Sports Chad	10/15/07-10/28/07	WDAF 4	9	\$0.00
Suzuki Sports Chad	11/1/07-11/25/07	WDAF 4	22	\$0.00
Suzuki Sports Chad	11/26/07-11/28/07	WDAF 4	4	\$0.00
Tar and Feather Revised	6/25/07-6/26/07	KMCI 38	2	\$0.00
Tar and Feather Revised	6/25/07-6/30/07	Time Warner	104	\$1,521.00
Tux	7/2/07-7/29/07	KCTV 5	33	\$13,875.00
Tux	7/8/07-7/29/07	WDAF 4	73	\$20,405.00
Tux	7/4/07-7/28/07	KMBC 9	37	\$15,600.00
Tux	7/4/07-7/29/07	KMCI 38	60	\$4,230.00
Tux	7/9/07-7/29/07	Time Warner	160	\$2,933.00
Tux	7/4/07-7/29/07	KCWE 29	32	\$3,498.00
Tux	8/1/07-8/2/07	WDAF 4	7	\$2,170.00
Tux	8/1/07-8/2/07	KMBC 9	14	\$4,925.00
Tux	8/1/07-8/2/07	KCTV 5	5	\$3,250.00
Tux	7/30/07-8/2/07	KMCI 38	11	\$855.00
Tux	8/8/07-8/19/07	Time Warner	173	\$3,174.00
Tux	7/30/07-8/2/08	KCWE 29	11	\$1,190.00